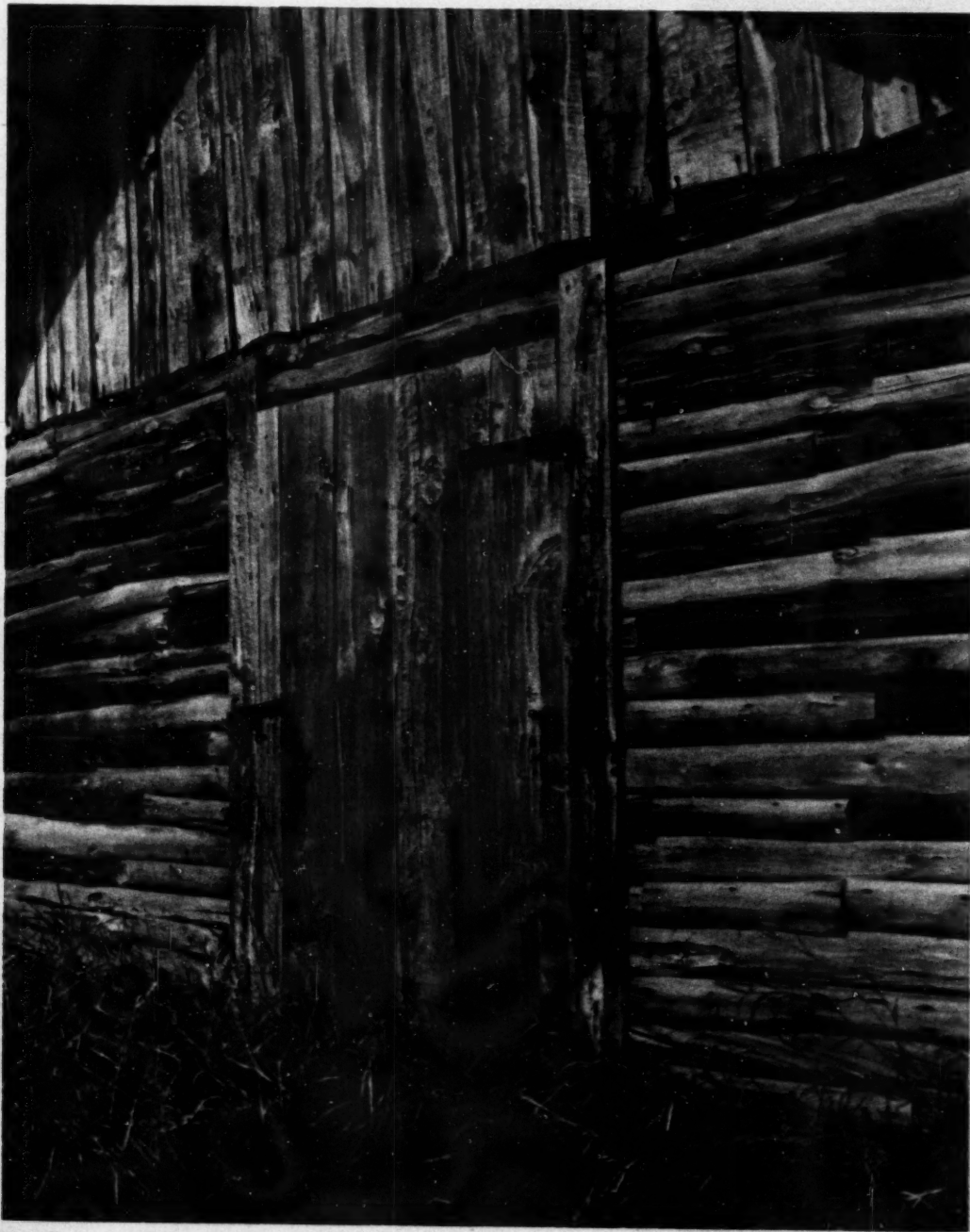


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OCT 10 1941

The **REPORTER** *of Direct Mail Advertising*



He Made the Other Kind

August 1941

How many of these questions can YOU answer?

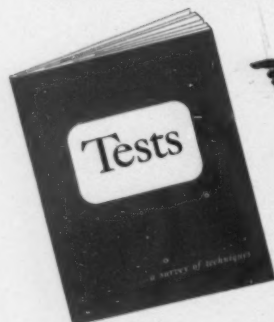
1. What is the difference between a flat bed and a multi-graphed letter?
2. Can a Hooven letter be mailed for 1c?
3. What are the names of three companies that furnish stock illustrated letterheads for all occasions?
4. What are the limitations of the mimeograph?
5. Does the post office object to printing an all-over illustration on the face of an envelope?
6. How can government post cards be used to clean up lists without paying return postage?
7. What are the various styles of coin cards and where can you get them?
8. Is die-cutting expensive?
9. Where can you get inexpensive scents and how can they be applied to direct mail?
10. How can labels be addressed on a roll and a duplicate typed simultaneously?
11. Is the Silk Screen process too expensive for use in direct mail?
12. What are the 5 popular styles of personalization?
13. Can you risk a cheap Japanese or German letter gadget?
14. How many changes take place in a telephone list yearly—in a list of school teachers—advertising men—department store charge accounts?
15. Where can you get directories of lists?
16. How can you gain attention in direct mail with textures?
17. What one factor in a questionnaire will substantially increase the response?
18. Where can you get stock cuts for blotters?
19. Why is it cheaper to weigh your mail than count it?
20. What are the rates for mailing a 24 page booklet?
21. Do you know how to make corrections on type proofs?
22. What are the best months of the year to mail—days?
23. What will an important news event do to your mailing?
24. Will third-class (1c) postage pull as well as first-class?
25. How many names would you use to test a 25,000 list?



These and hundreds of other questions important to anyone who creates and produces direct mail are answered and illustrated in the Mailings Idea File. This unique series of mailing ideas, surveys and research—handsomely encased in an inscribed, numbered desk file was originally conceived and mailed weekly as a service to our friends and clients. Since then requests for the series and queries on specific ideas from all over the country and points as far distant as New Zealand and Honolulu has made it necessary for us to manufacture new files and reprint the entire 52 units.

Frankly we would prefer to allocate the few remaining copies to large users of direct mail, national advertisers and to firms located in New York. The cost—if we wanted to make a profit on it and cover the time and effort spent in gathering all this valuable information, should really be twenty-five dollars—and well worth it—but the nominal charge of \$10 is made merely to pay for the expense of producing the 52 pieces, the file and the postage.

Now for a limited time, therefore, to large users of direct mail, national advertisers, and firms located in New York City, we shall be glad to send the Idea File for 5 days free inspection. Others (except lettershops, printers and lithographers whom we must now exclude) should send a check in the amount of \$10 with order. We, of course, reserve the right not to accept your check, in which case, we shall send with our compliments and regrets our 24 page brochure, "TESTS, a survey of techniques." Please write for the Idea File on your company letterhead.



This brochure — unit #42 in the MAILINGS IDEA FILE series is just one of the 52 pieces contained in the numbered, inscribed file. In this fact-filled survey you will find the tested experience of the best brains in direct mail in America. If you don't discover at least a dozen ideas that you can use profitably in your own direct mail in the jam-packed pages of "TESTS", return the Idea File with the 51 other units and we'll refund your \$10 promptly.

Mailings incorporated 25 WEST 45 STREET • NEW YORK

AN ORGANIZATION FOR THE CREATION AND PRODUCTION OF DIRECT MAIL

FOR NEW READERS

An Explanation of The Reporter

Since you missed our "early days," you should have some explanation of what this magazine is all about. Ever since back in 1916, there has been some sort of a magazine devoted exclusively to Direct Mail. First there was Postage and then along came The Mailbag. Other magazines started and stopped. Along about the end of 1937 there was no Direct Mail magazine in the field. The Editor of this present magazine who calls himself *your reporter* was at that time Executive Secretary of the Direct Mail Advertising Association. He decided that a Direct Mail magazine was necessary . . . and he started *The Reporter* in April, 1938.

Some people say that we have funny ideas about publishing a magazine. We make no pretense of dolling the thing up to make a big impression. We refuse to stuff the pages with long and weighty speeches or tomes about advertising. The Editor of this magazine has other duties. He travels around the country quite a bit making speeches and counselling a number of organizations on their Direct Mail work, from a keep-out-of-trouble angle. The Editor of *The Reporter* maintains continuous correspondence with hundreds of Direct Mail producers and users throughout what's left of the world.

At the exact end of every month he collects all the letters and mailing pieces which have arrived during the month and piles them with notes from trips and meetings on top of his work table; he locks the door of his office (sometimes strips to the belt line), cuts off the 'phone and starts to talk into his Ediphone. As the cylinders come off the machine, the girls type.

When the last word is dictated, we have a complete running record of everything of Direct Mail importance which happened during the past month. In other words, the magazine practically writes itself from the letters, the Direct Mail material and the personal opinions and ideas of the readers.

The printer gets our copy four or five days after the end of each month and you get your copy just as soon as the printer, the lithographer, the binder and the mailer (worrying with short days, stunted weeks and holidays) can get around to getting it to you. This issue, for example, was dictated during the early days of September and it covers all the highlights of Direct Mail ideas which popped up during the month of August, 1941.

Now that you know how we operate . . . feel free to write and send your ideas and problems. There is nothing high-hat about *The Reporter*. After 22 years of hard-boiled experience in the Direct Mail business, we are trying to give you the unvarnished truth about a great medium.

H. H.

Wider Coverage

Be it reported that the members of the staff of the International Baby Chick Association liked the Direct Mail Report so well . . . that they secured and mailed copies to every member of the Association. Imagine what the desk of *this reporter* looks like . . . with letters and sample promotion pieces coming from chicken hatcheries all over the country.

An Old Door

What's the connection between the old door on the cover and Direct Mail? Just as we were dictating the final words of this report of August activities . . . in walked the postman with a big package, containing a mounted salon print, autographed and inscribed in Harry Higdon's inimitable scratching—"To my good friend, Hank Hoke, who always makes the better kind."

And here is part of the letter from the editor of Phoenix Flame:

"I am mailing you a photograph . . . it is of an old door. Could be of a small manufacturing plant in the North Woods. I chanced across it while in the wilds of Northern Minnesota on a fishing trip. Aside from the interest contained in its weather-beaten boards and primitive construction, it reminded me of the "mouse-trap" quotation of Ralph Waldo Emerson, sometimes credited to Elbert Hubbard. Certainly here was one place which had no well worn path. And for want of a real story, I coined one of my own. Perhaps it will suggest a different title to you . . . for example, "HE DID NOT ADVERTISE" . . . or, more specifically, "HE DID NOT USE DIRECT MAIL."

I am releasing this photograph to you, even before reproduction in the Phoenix Flame . . . I may not get around to that until sometime next year. Meanwhile, you have my permission to use it as a cover design, or frontispiece, or as a bad example of photography to pass along to that photographically inclined young son of yours. But one thing I won't tolerate, and that is a 3"-one column reproduction. It's got to have size to bring out its true quality . . . the texture of the boards themselves.

Perhaps that door furnishes just the right note for several of the ideas in this issue. Those who stop advertising, or who trim and slack-off without intelligent planning, may find that door *symbolic*. The weeds in the sales path grow rapidly when customers forgot you.

H. H.

VOL. 4, No. 4, Report for AUGUST, 1941. *The Reporter of Direct Mail Advertising, is published monthly by Henry Hoke, publisher; from the Direct Mail Center, 17 East 42nd Street, New York City. Telephone Number: YANderbilt 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939 at Post Office at New York, N. Y., under Act of March 3, 1879. Copyrighted, 1941, by Henry Hoke, N. Y.*



Plenty of Action in CHAMPION CARDBOARDS

Coated Board

Miami Coated Blanks
Miami Coated Carsign Blanks
Miami Coated Tough Check
Britfold Coated Translucent

Coated Postcard

Ariel Enamel Postcard
Campaign Postcard
Falcon Postcard
Kromekote Postcard

Uncoated Board

Hy-Plane Blanks
Hy-Plane Uncoated Railroad
Poster Blanks
Inventory Index Bristol
Ticket Bristol

Uncoated Postcard

Cream Government Postcard
Hamilton Postcard
Canton Postcard

Tag Board

Tuf Tear Tag

Pressboard

Champion Pressboard
Imitation Pressboard

Printers and advertisers everywhere recognize Champion as the maker of the finest coated and uncoated book, offset, envelope and cover. But there still are some who forget that this is also one of the biggest producers of coated and uncoated blanks and postcard, as well as tag board and pressboard. This group embraces nineteen grades, offering a very extensive range of weights and colors, to meet almost any need. Into the production of these items go the experience and facilities which make other fine Champion products the best in their grades. It is not surprising then that Champion cardboards and postcards are a little higher quality than the many brands which lack these advantages.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds,
Envelope and Tablet Writing . . . Over 1,500,000 Pounds a Day*

District Sales Offices

NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, BOSTON, ST. LOUIS, CINCINNATI, ATLANTA

SHOULD YOU DISCONTINUE YOUR HOUSE MAGAZINE?

In mixed-up times like these, when every oversold manufacturer is theorizing on what he should do about his house magazine and his other Direct Mail promotion . . . there is one accurate guide to the answer.

The International Nickel Company, Inc., 67 Wall Street, New York, decided to follow that guide and get the answer. Through the courtesy of A. P. More of the Advertising Department, *this reporter* is permitted to reveal an interesting study on how readers are reacting to Direct Mail advertising during emergency restrictions.

"Mechanical Topics" is the name of an International Nickel Company house magazine which is mailed once each quarter to a total circulation of approximately 50,000 readers in the mechanical industries. The composite list embraces engineers and technicians in 21 classifications, such as, for example, power equipment manufacturers, central stations, industrial power plants, railway supply companies, marine construction companies, general machinery manufacturers, etc.

It was decided to survey a cross-section of the readers of this magazine to find out whether each new issue would drive the customer or prospect resentment still deeper when orders for advertised products are being returned unfilled or . . . whether the house magazine will keep the good-will of the prospect and customer warmed up for the time when priority products will be competing in a post-war market against substitutes.

In order to get a true cross-section sample for a survey, 500 names were selected from all the different lists

in exactly the same proportion as they appeared on the total circulation. In other words, out of a total circulation of 50,000 roughly 1% of each of the 21 lists were surveyed . . . so that the results would measure the reaction of all industries and professions which receive "Mechanical Topics."

To 100 readers of "Mechanical Topics,"—the following letter was sent!

May we ask you for your judgment on a question to help us in making the right decision?

As explained in the "Mechanical Topics" you received two weeks ago (another copy is enclosed for reference) we are meeting a complicated problem just now—

Nickel and high-nickel alloys are critical materials for defense work. Priority orders are taking these materials as fast as we can produce them. Even with the increases we have been able to make, we still cannot produce enough over and above these tonages to take care of all civilian needs too.

That is the situation which brings up this question, and we are not sure which of two opposing views is the correct answer to it because both of them seem reasonable to us—

Should we continue to publish "Mechanical Topics?"

Some of us think it should be discontinued for the duration of the emergency, reasoning that it is useless to publish this information so long as the readers cannot get nickel and high-nickel alloys now for non-defense work.

Some of us think it should be continued without interruption in order to keep the readers up-to-date on developments and information which may be of practical use to them later in their work.

Both these thoughts are pure guesses, of course. Only the readers themselves actually know what the answer should be. That is why we are writing to a few readers like yourself to ask for your decision.

You can be sure we will appreciate your help if you will just indicate your answer in the margin of this letter—"YES" to continue the publication, or "NO." Since we would like to keep this matter confidential for the time being, will you kindly mail the letter back to us in the enclosed envelope?

Very truly yours,

Of the 63% who replied, 90% answered yes; 6% answered no and 4% were uncertain. So the majority wanted to keep receiving magazine.

To the other 410 readers in the cross-section list, another letter and a questionnaire form was mailed. The letter read as follows:

"I wish I could bring this latest "Mechanical Topics" to you personally.

If I could sit down beside you and listen to your comments as you review it, you could probably give me some first-hand ideas on how to make this publication more interesting and useful to you—especially in these emergency times.

Or you may like "Mechanical Topics" just as it is without making any changes. But it's not a pat on the back I'm looking for. Not a bit of it! Just your frank opinions.

Since I can't have the pleasure of dropping in for a chat with you, I am trying to do the next best thing by writing to you for your advice.

It will be a real help if you will spare the next two or three minutes to give me your decisions on the enclosed sheet.

After all, our principal purpose in publishing "Mechanical Topics" is to give readers like yourself the sort of information which will be useful to you in your work. And you are the best judge of what you are interested in reading, and what you find worthwhile."

Thankfully yours,

41% replied to this letter. Those who answered were generous in indicating on the questionnaire the type of articles which would appeal to

them most . . . such as technical articles on how to get along on substitutes for products not obtainable. Many gave suggestions as to what kind of information would be particularly useful during the emergency.

To the question "Do you find enough useful information in 'Mechanical Topics' to want it more often, say every two months," the answers resulted in the following statistics. 72% of those who replied wanted "Mechanical Topics" more often. 28% replied No, which meant either that they were satisfied with "Mechanical Topics" at present schedule or didn't want it at all.

The Reporter salutes The International Nickel Company's Advertising Department for its courage in tackling a difficult problem head-on. The easiest thing in the world, in times like these, is to say "Let's cut out the house magazine." It takes courage to put the question directly to the customers, or the readers of the particular house magazine in question. If the house magazine is not worth its salt, that fact will surely be proved by a well planned questionnaire. If the house magazine is as useful, as informative and as necessary as "Mechanical Topics" of The International Nickel Company . . . a questionnaire will make that fact spring out as a warning signal to any budget-cutting committee.

This story is dedicated to the thousands of House Magazine Editors who may need it to sustain the inevitable arguments of the coming months.

Advertising on Envelopes

Another good example has arrived from Hopkins-Carter, suppliers of marine equipment, 139 South Miami Avenue, Miami, Florida. On the back of their business correspondence envelope is a zinc etching of a yacht, the name of the company, the address and the reminder line "Everything for a Boat."

DIRECT MAIL'S JOB

The Reporter prints very few articles. Here's one, however, that deserves the light of day. It's really not an article . . . just part of a three page letter which was sent out by Orville E. "Buz" Reed, Sales Promotion Man, 457 East Lafayette, Detroit, Michigan. The thoughts in it are worth the serious consideration of many business men.

Direct mail has a bigger job to do today.

Looking back a few months when the only function of direct mail was to make friends and set the stage for orders, I'm convinced that those were the lush days for direct mail.

For then, markets were waiting only for the right kind of an appeal to start dumping inquiries and orders in the lap of direct mail advertisers; production facilities were posed and ready to manufacture and "ship at once"; metals, chemicals and the necessary materials for fabrication were ready to be tapped at a moment's notice and in any required quantity.

All of this was before priorities, clogged production lines and delayed deliveries. Writer and producers of direct mail had a relatively simple job which was to build acceptance and desire for a product or service, pre-sell in advance of a salesman's call, follow up the work of salesmen, produce inquiries and create a generally friendly feeling among prospects and customers for a product or an organization.

But look what's happened!

We are faced with a more difficult job today. We must revise our approach. We must adapt our craftsmanship, our knowledge of human nature and our appeals to an entirely different job.

In many instances direct mail's present job is to **AVOID ORDERS**, to create and maintain good will, as in the past, but fend off inquiries—avoid having to produce and deliver and, at the same time, retain the friendship of buyers.

We've got to "sell" purchasers on the idea of accepting delayed deliveries or substitutes or price increases.

We've got to do all of this in our direct mail and still maintain the good will of prospects and customers so that our company and our product will be remembered when all this is over and we return to normalcy or what will (in days to come) pass for normalcy.

In the meantime we've got to say "We're sorry" when these buyers want to purchase products which we can't deliver. And we've got to say it in such a manner that they will like it and continue to like us.

We've got a job ahead of us. A difficult job. A job that takes a lot of "know how."

Doing this direct mail public relations job in times like these is no job for a novice. It isn't something to be turned over to the office boy or the fifth assistant to the assistant in charge of pencil shaving. It isn't something to be left to routine correspondents or to be done by management in a thoughtless, haphazard way. It is a selling job which should be thought out and planned just as carefully as you would plan any sales campaign.

THE MANNER IN WHICH you advise a customer that you can't ship his order immediately will have a lot to do with maintaining that customer's good will and future business. Merely saying, "The Defense Program, You Know!" isn't enough.

THE WAY YOU GO ABOUT ad-

THE REPORTER

vising an old customer that you cannot, for a while, supply the product he has been buying from you for so many years is a ticklish job. Your method of handling this job will have a great deal to do with his feeling toward you when this is all over. Simply telling him, in effect, "*Defense orders come first*" isn't enough.

Consider those PROSPECTS you've been working on but haven't yet sold. What about them? Is it good business judgment to forget about them now because you might not be able to produce their orders? You have an investment in those prospects—an investment of your salesman's time and your own promotion dollars. This is not the time to abandon those prospects even though you haven't an earthly thing to sell them.

Those prospect contacts should be (and can be) kept alive in anticipation of the time when you can again, serve them. You'll need all of the good, productive contacts; all of the ready prospects for your goods that you can get, one of these days.

Right now when we are in a seller's market and orders are coming a bit easier; when cash registers are jingling sweetly and bank balances are taking on a more obese appearance—right now is the time when most manufacturers, wholesalers, retailers and service organizations have the necessary funds to launch a regular, planned campaign of direct mail public relations looking beyond today, next week or next month. Right now is the time to make an investment in future good will and future profits.

I hear some business men say . . . "There is something in what you say but we're getting along fine now; making money, improving our financial position and getting more orders than we can fill. I guess we can afford to let our regular market go by the boards until this present emergency is over. When the time comes we can put on selling cam-

paigns to recapture our regular markets."

I wonder.

It costs approximately \$1.20 per year to make a monthly direct mail contact with a prospect or customer; twelve contacts designed to "keep him sold" on you and your product.

I have talked to many, many business executives who feel that such an expenditure is worth making. Such men (and they are in the majority) feel that they will be better equipped to recapture markets when this is all over if they have kept in touch and have done a planned selling job between now and then.

You can't get away from it—the future success of most going concerns depends upon what they do in the way of public relations during these uncertain times.

Direct mail has a bigger job to do today.

Too Many Conventions

With Summer out of the way, we come into the period of Graphic Arts and Direct Mail Conventions. We'll have to pass up the Industrial Advertisers in Toronto, but Sam Gold and Dave Beard have promised complete report. We probably won't be able to be present at the United Typothetae, and other technical conventions . . . but we have on the schedule for sure the Direct Mail Advertising Association Convention, October 8, 9 and 10 and the Mail Advertising Service Association Convention in Baltimore on October 12, 13, 14 and 15. The D.M.A.A. Convention program is handled elsewhere in this issue. No use to give you the super-excellent program arranged for the M.A.S.A. . . . since attendance at that convention is limited entirely to the members of the Association who must be creators or producers of letter service.

Mousetrap Mailing

Somebody was bound to do it some day. Nearly everyone in advertising has used that famous quotation about the world making a beaten path to the door of the man who builds a better mousetrap than his neighbor.

Kremer & Howard, Inc., Advertising Agents, Exchange Building, Memphis, Tennessee, decided to dramatize it. They mailed a *mousetrap* (trade-marked "BETTER 4 Way Mousetrap") packed in a small box. A printed sheet of yellow paper was folded three ways to fit in the box. The caption read "Build a Better Mousetrap—But Don't Stop There!" Good sales copy tied-in with the stunt by showing how Kremer & Howard could help to publicize and merchandise efficiently and economically.

Good Adaptation

Some months ago *The Reporter* complimented Brown & Bigelow of St. Paul, Minnesota, for a sales campaign in which an actual work glove was used as the basis of a promotion piece. Charlie Burt of Springfield, Massachusetts, just showed us how the idea was adapted for a Terminal Warehouse in Worcester. Outside of heavy bristol mailing folder read "Hats off to the PAST . . . Coats off to the FUTURE." Inside, the copy told how "The BLITZKRIEG Has Come To New England" . . . a blitzkrieg waged by machine shops and mills and factories. Copy is excellently handled to show how the new Worcester Terminal Warehouse and the McCarthy Freight System is serving Industrial New England. Stitched to the third page is an actual work glove. Above it is printed the slogan "Serving INDUSTRIAL New England with the WORK GLOVE Spirit." Under the glove, a listing of the names and addresses of the various Terminal facilities.

GOOD WORK!

WHAT'S THIS ABOUT COLOR?

So You Think Color Is Very Pretty, Do You?

The Reporter is always interested in facts, not hearsay. And when it comes to hearsay in Direct Mail advertising we know of no subject that more inspires elaborate generalization and less fact than the use of color.

Thus, we intend to introduce color as a now-and then feature. We've been working in co-operation with the Color Research Department of the Eagle Printing Ink Company of New York . . . trying to find ways and means of testing color in Direct Mail. Let's tackle the color problem in two ways.

1. Facts. Whenever we can get our hands on them we will present statistical data meant to prove the value as a matter of record and not mere fancy.

2. Research. We may stimulate your interest in color and get you to determine whether or not color is paying you a profit. In other words, we feel that it would pay you to investigate the spectrum, check your own practices against new ideas and find out how much color and what colors will pull the most returns. And if you conduct such tests we would like to have the results for publication in *The Reporter*.

And now . . . a few notes. You may think that color always pays dividends. But are you sure?

One manufacturer in testing a circular found that returns per 1,000 circulars were less for four-color process than for black and white.

On the brighter side, however, others have achieved attractive results. In nearly all cases some hues proved better than others.

A manufacturer of business machines found that a blue envelope pulled 7.8% against 6.8% for canary, 6.4% for golden-

rod, 6% for green, 5.8% for pink, and 3.1% for white.

An insurance company found blue ink on white stock best for application cards. On order blanks orange borders were better than combination of other colors.

An organization selling an investment service found that a blue reply card pulled 1.64% against 1.57% for buff, 1.55% for rose, 1.51% for blue, and 1.50% for a government card.

And so it goes. Color may be magical, but to get the most out of it, it is necessary to know what you're doing.

How about finding out and letting *The Reporter* in on your discoveries?

A Case History

Here is a Color Research Laboratory report of a test conducted by Andy Gould of United States News, 2201 M Street, N. W., Washington, D. C.—known to most Direct Mail people (especially those who attend D.M.A.A. Conventions).

In the test seven different color combinations of multigraphed letters were used: black on white, black and red on white, blue and red on white, two shades of blue on blue bond, blue and red on pink, brown and orange on canary, and purple and green on green. A total of some 52,000 letters were sent to two lists, each color combination reaching about 7,900 prospective subscribers to the United States News.

Rating the black and white mailing as 100, two other combinations ranked higher, while the remaining four ranked lower.

In one list black and red on white bond was best. In the second list two shades of blue bond pulled most orders. Combining both lists, here are the final returns, based on a comparative rating.

Black on white	100
Two shades of blue on blue.....	108
Black and red on white	105
Blue and red on pink	92
Blue and red on white	89
Purple and green on green	89
Brown and orange on canary	85

To the great credit of the U. S. News is the fact that black and red on white has been used regularly. This combination ranked second in the total mailing.

The advantages of blue, the top order puller, seem to be obvious, and no doubt U. S. News, as well as other direct mail advertisers, would do well to study its powers. And the fact that black on white was better than four other color combinations is convincing proof that color is not always magical. Unquestionably it should not be used unless there is practical proof of its value.

Direct mail users would be wise to conduct intelligent tests of this sort. Strongly colored paper for letterhead and envelope should be used with caution. It would appear that prospects prefer white paper probably because business correspondence is overwhelmingly on white instead of colored paper. A second color in the letter, on the other hand, appears likely to increase returns and should be tested if large quantities are to be mailed. And among the best second colors, blue and red seem to be most productive.

Are other people testing color? Here are a few tests reported by Kurt Vahle of the Cupples Hesse Envelope & Litho. Co., 4175 Kingshighway Boulevard, St. Louis, Missouri at the St. Louis Post Office Study Club.*

*(NOTE: Incidentally, that Postmaster in St. Louis, Rufus Jackson, is all that we ever said he was . . . and that's plenty. Now, he has opened the Post Office to Business Mail Users for a Study Club. Once or twice a month, the Mail Users meet to discuss mail problems. Outside speakers and post office experts take turns. Kurt Vahle talked in May. Wish we had room to print his whole digest of tests. It has been mimeographed. Perhaps you could get a copy by writing to Rufus Jackson, Postmaster, St. Louis, Missouri. Ask for copy of Kurt Vahle's address on "Direct Mail Advertising and its problems from Patrons View.")

A test was made by Gilster Milling Company to determine the pulling power of color. They used a mailing of blue, white, and cherry colored return cards. The brighter color, or cherry, brought in 50.6% of orders, the blue 32.7% and the white, 16.7% orders. By this I do not mean to say that cherry is the best color, but that brighter colors do have better pulling power.

Popular Mechanics Magazine sent out 90,000 pieces in five different mailings to determine what color return envelope would secure the best results. Results on returns in actual number of orders were as follows—Pink, 271; Blue, 257; Canary, 247; Green, 209.

In another case *The Billboard Magazine* wanted to find out what color would be best for their outside envelopes and sent out 36,000 letters of different colors and the returns were as follows:

Color	% of Orders
1. Golden Rod	21.43
2. Pink	17.82
3. Green	17.82
4. White	17.29
5. Kraft	15.89
6. Their own envelope	9.75

It is not a good idea to use the same color or style of envelope in your advertising from time to time as people get accustomed to the arrangement and color and throw the piece in the waste basket without opening it or reading it. Dress up the piece and change it around so that it does not look like the same piece of advertising. The small pulling power of their own envelope proves the wisdom of this statement.

Most of us in the advertising business know that color produces reactions—one way or the other. Like

children, we fool around with color—piling red block on yellow block and then trying the green one.

Some experts say that all color tests are unreliable. Well, are they? Let's do some testing. On a format test recently reported, one way produced 80 replies, the other way pulled 841 replies. We won't believe the figures until we see proof . . . but the mere submission of a report of this kind proves that variations in format, in copy, and in color make surprising variations in returns.

If a canary envelope will pull better returns in your business than a blue envelope; if a sapphire tone on your letterhead will pull better returns than an orange shade—why not find out? *The Reporter* wants facts about color testing. You users want facts. So let's get together.

Trick Fold

That latest mailing piece from Line Material Company in Milwaukee, Wisconsin, has a clever format.

The envelope measures 5¼" x 12¼". The folder enclosed has slightly smaller dimensions. Start to open the folder and it's a wrap-around affair which keeps on unrolling to a sheet measuring 12" x 36½". The purpose of this particular format is to tell a continuing story. One of those pictorial cartoon maps starts at the top and the story is continued as each fold is revealed.

Here's a Hot One

One hatchery owner who read the Baby Chick report but who had not attended the Convention in Kansas City wrote an indignant letter saying that our digs and cracks should have been leveled at the advertising agencies and creative printers who plan and write the advertising of many hatcheries.

If this hatchery owner had been in Kansas City, he would have learned that quite a few advertising agency and creative printer representatives were up in arms against the criticisms directed at their masterpieces.

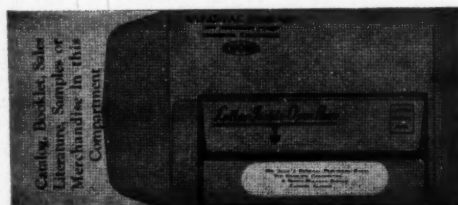
Sure . . . we realize that a lot of hatchery promotion is written by advertising fellows who probably never saw a chick come out of the shell.

But to get back to the irate hatchery owner. He sent us a page from a printer's circular . . . a printer in the midwest specializing in creative planning and printing for the hatchery industry. The hatchery owner (a prospect for printing) encircled with a pencil all of the "we, our and us's" on this one 8½ x 11 page. There were 38 circles around selfish pronouns. And the copy sequence was completely disorganized. No wonder the Baby Chick industry is suffering from we-itis. No wonder promotion pieces are disorganized. The fellows who offer their services as "experts" ought to know a few little fundamentals about advertising.

Send a Sample With Your Quotation!

HELP YOURSELF TO INCREASED SALES Clip and Mail this Coupon Today!

CURTIS 1000 INC.



HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, O.
Gentlemen: Send us samples of MONO-POST Envelopes and tell us more about increasing sales through use of Two-Compartment Envelopes.

Name.....
Firm.....
Address.....

Confidential Advice

Your reporter receives many confidential letters. Some giving confidential information; some seeking confidential advice. Recently we received an envelope marked Personal and Confidential from a very good friend who specializes in writing sales promotion material, such as booklets, house organs and letters. The letter sounded so urgent that we immediately grabbed the mouthpiece of the Ediphone . . . ready to dictate an immediate reply. We won't reveal the name . . . but here is the letter.

Dear Henry:

I have had an attractive offer of a new position made to me which will compel a decision between my present business and this new opportunity.

In a matter of such grave importance I am naturally turning to one whom I consider a friend for advice.

As you well know, one cannot be in the Sales Promotion business for fifteen years without having acquired bonds of sentimental strength which are difficult to break. However, this new position offers such great opportunities for service and close association with such splendid people that I am somewhat bewildered as to my choice.

I will greatly appreciate having your comments in this matter.

Attached is the letter which tempts me very much to abandon my present business of writing direct mail, house organs, letters, etc. It came without solicitation on my part.

I will leave it to your own good judgment whether or not you discuss this confidential matter with others in your organization. Your prompt reply will be appreciated because, undoubtedly, this position will not remain open indefinitely.

Cordially yours,

(pcn signature)

Attached was a sheet of white paper on which was written copy of letter in question.

Dear Sir:

You have, no doubt, heard of the whirlwind campaign I make each spring in the Chaste and Holy Cause of Temperance. My most popular and famous speeches, much praised by the W. C. T. U., have been "BOOZE AND BEDLAM," "Rum and Religion," "THERE IS NO CORKSCREW IN CHRISTIANITY." Thousands of misguided mortals are now converted to temperance due to my efforts alone.

In conjunction with my lectures in the past, I have had on the stage with me what I call an "Object Lesson." He has sat on my chair beside me and I have pathetically pointed him out to the audience as an example of the ravages of drink. For years, Herman Schultz has been my loyal support in the great cause, but last winter, due to his vicious habit, Herman passed on, and I will need another assistant to accompany me on my usual Autumn Tour.

Several of your very good friends have referred me to you, as being especially qualified to take poor Herman's place. This position offers unusual possibilities and an excellent opportunity to assist in a noble work.

Yours in the cause,

REPORTER'S CONFESSION: Now we'll admit that we got half way through the second page before we realized that both the transmittal letter and the attached letter were most excellently processed . . . and that the whole thing was an excellent gag sent to a large prospect and customer list by one of the most persistent users of Direct Mail in the country. The gag may be an old one. It might offend a few soreheads. But to a friendly list, it succeeds in putting across the real business of the advertiser. Our revenge for being tricked into reeding this funny bus-iness is our refusal to reveal the name of the perpetrator except by two typographical errors in this report.

One for the Book

A large folding box manufacturer received an inquiry from a well-known advertising agent who likes to read his trade publications at home. Inquiry was scribbled on a card at home.

Here was the answer received from the "Sales Promotion Manager."

We have just received your postal inquiry asking us to send you a copy of our 50th Anniversary booklet, which you saw mentioned in one of the trade papers.

While we are perfectly willing to send this booklet to business organizations who do or have a reasonable chance of using folding boxes, we cannot afford to send it out for general distribution. I think you will fully appreciate our position in this matter, and if you care to tell us what your business connection is, we will be very happy to reconsider the matter.

Yours cordially

The Sales Promotion Manager, if he had been on the job, could have looked in the telephone directory and discovered that the name of the inquirer was listed at a business address under Advertising Agency.

But that would be too much work!

SEE NEXT PAGE ➡

for explanation of following listing

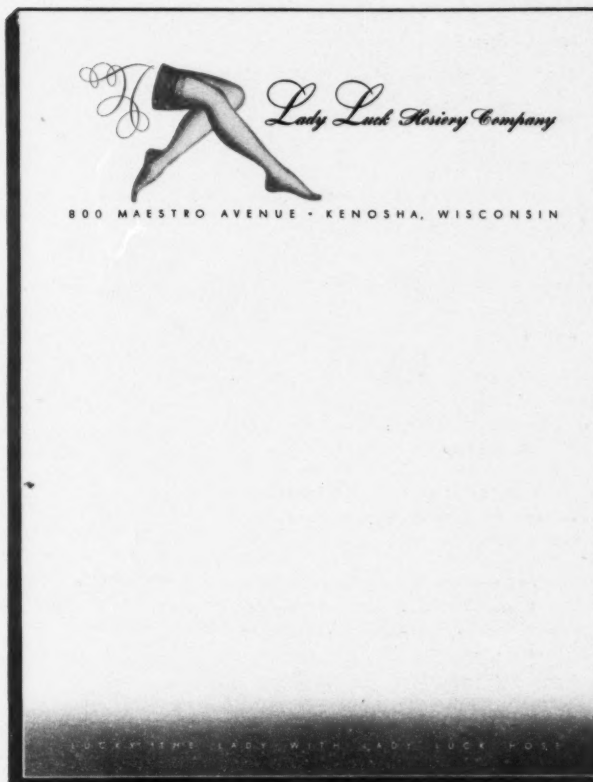
ALABAMA: *Selma*—Dement Printing Co. *Tuscaloosa*—Weatherford Printing Co. ARIZONA: *Phoenix*—Acme Printing & Litho Co., Arizona Blue Print Co., Phoenix Arizona Engraving & Litho Co. CALIFORNIA: *Bakersfield*—Merchants Printing & Litho Service. *Fresno*—Progressive Printers & Litho Co., Thomas Lithograph. *Los Angeles*—Los Angeles Downtown Shopping News, Neuner Printing & Litho Co. *Pomona*—Progress Bulletin Litho Co. *Riverside*—Goodspeed's Litho Co. *Salinas*—Myrtle's Printing & Lithographing Co. *San Francisco*—A. Carlisle & Co., Colorgraph Corp., Charles Conlon Printing & Litho Co., Dulfer Printing Co., Litho-Print Press, Litho Type Process, McLelland Printing & Lithograph Co., Modern Lithograph & Reproduction Co., Louis Roesch Printing & Lithographic Co., Williams Lithograph Co. COLORADO: *Colorado Springs*—Holly Sugar Co., The Lithographic Press. *Denver*—Bowen Publishing Co., Bradford Robinson Printing Co., Colorado Blue Print & Supply Co., A. B. Hirschfeld, Nelson the Printer, Publishers Press Room, Rocky Mountain Bank Note Co. *Pueblo*—Rocky Mountain Bank Note Co. ILLINOIS: *Chicago*—Advance Lithographing Co., Blackhawk Printing, Buckley

Light Up Your Letterhead!



A feeling of natural beauty in legs that "speak for themselves." There's no need for further touching up, because the illustration illuminates itself through the natural highlight. This is a free and open design, balanced by the bottom panel. The lettering is beautiful and alert.

Everybody likes Light, especially when it is used realistically. "Illumination"—the application of Light to Lithographed letterheads, is the unusual but practical theme of a new and elaborate Book by Dale Nichols, titled "Light Up Your Letterhead." The Lady Luck letterhead in all its natural charm, reproduced here in miniature, is one of many demonstrated in full size and color by lithographers who are using "Light Up Your Letterhead." You can and should take full advantage of this amazing theory of letterhead design. Why not do so today? Just get in touch with any of the lithographers listed on the adjoining page and below.



Dement & Co., Chicago Planograph Corp., Cooney Litho & Printing Co., Fleming-Potter Co., Good Impressions, Inc., W. H. Greene Co., Huron Press, D. F. Keller Co., Magill Weinsheimer Co., Rand McNally & Co., Rayner Litho Co., Redson Rice Corp., Rosenow Co., Roto-Lith Co., Sheldon Printing Co., The Mart Printing Co., Walgren Printing Co., Wallace Press. *Monmouth*—Fleming-Potter Co., *Oak Park*—Offset Printers, Inc. *Peoria*—Fleming-Potter Co. *INDIANA*: *Evansville*—Stones Printing & Litho Co. *Indianapolis*—Allied Printing Service, Studio Press. *Muncie*—Nation-Robinson Printers, Inc., Scott Printing Co. *KANSAS*: *Hutchinson*—The Hutchinson Office Supply Co. *Topeka*—H. M. Ives & Sons. *KENTUCKY*: *Louisville*—Commercial Litho Co., Fleming-Potter Co., The Standard Printing Co. *MINNESOTA*: *Minneapolis*—Bureau of Engraving, Inc., Burgess Beckwith Co., Colwell Press, Harrison &

Smith, Morgan Printing Co. *Virginia*—W. A. Fisher Co. *MISSISSIPPI*: *Hattiesburg*—Dement Printing Co. *Meridian*—Dement Printing Co. *Tupelo*—Dement Printing Co. *MISSOURI*: *Kansas City*—Ad. Art Printing & Lithographing Co., Commercial Lithographing Co., Greiner-Fifield Litho Co., Jones & Co., La Rue Printing Co., Midland Lithographing & Label Co., Norman Williams Litho Co., Vile-Collier Printing Co. *NEBRASKA*: *Omaha*—Klopp Printing

& Lithographing Co. *NEW YORK*: *New York City*—H. F. Birgel & Sons, Inc., Enright Litho Co., Le Huray & Co., Inc. *OHIO*: *Cleveland*—The Brooks Co., The Cleveland Lithograph Co., The Crane Howard Lithograph Co., The Great Lakes Lithograph Co., D. E. Robinson Co. *Fortoria*—The Gray Printing Co. *PENNSYLVANIA*: *Pittsburgh*—Arrow Press Corp., Republic Bank Note Co., Liberty Show Printing Co. *TENNESSEE*: *Nashville*—Cullom & Gertner Co., Foster & Parkes Co., McQuiddy Printing Co. *TEXAS*: *Fort Worth*—Marvin D. Evans Co. *VIRGINIA*: *Richmond*—Everett Waddy Co. *WISCONSIN*: *Appleton*—Badger Printing Co. *Eau Claire*—Johnson Printing Co. *Green Bay*—Green Bay Engraving Co. *Milwaukee*—Gugler Lithographic Co., W. A. Krueger Co., Mandel Multitone Corp., R. & L. Litho Corp., E. F. Schmidt, Wetzel Brothers. *Wisconsin Rapids*—Fey Publishing Co.



FOX RIVER PAPER CORPORATION

Appleton, Wisconsin



Give yourself a head start...by building up your holiday printing *now!* Get the ball rolling on Christmas menus...gift merchandise mailers...greeting cards...and dozens of other profitable holiday printing jobs.

At Christmas-time...as all the time... Strathmore papers show their amazing ex-

pressiveness and versatility. Do all your paper shopping in the Strathmore line. Clear, sparkling whites...brilliant colors...and novelty papers that need only the simplest printing. Ask your Strathmore distributor for samples and dummies *today*...for holiday profits tomorrow.

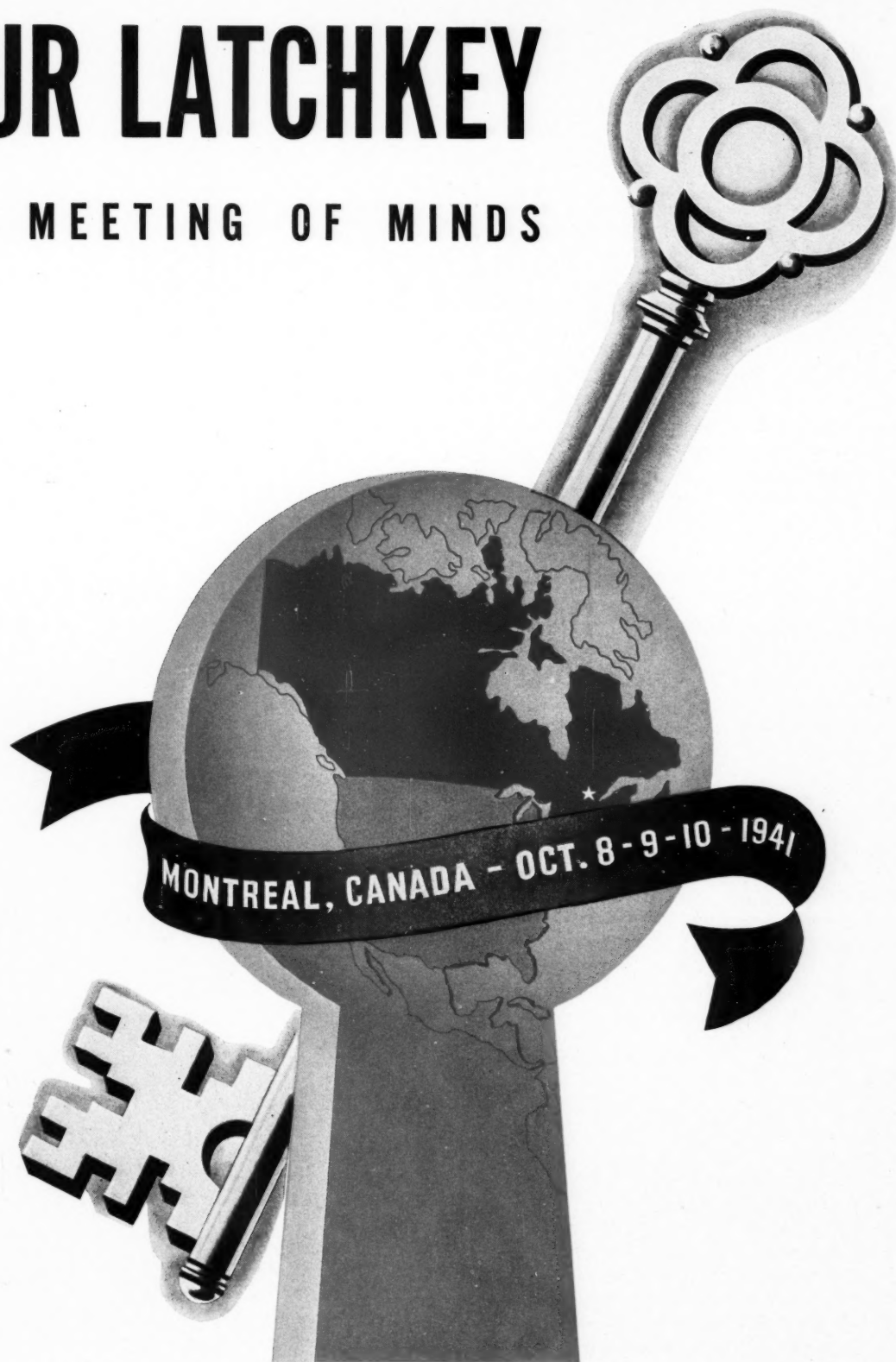
Volume I, No. 6 in the
STRATHMORE NEW BUSINESS SERIES
"HOLIDAYS AHEAD"
presents fresh ideas for holiday business.



Strathmore PAPER COMPANY WEST SPRINGFIELD, MASS.

• YOUR LATCHKEY

TO A MEETING OF MINDS



THE TWENTY-FOURTH ANNUAL



WEDNESDAY • OCTOBER 8

9.00 A.M. TO 10.30 A.M.—RECEPTION AND REGISTRATION OF DELEGATES.

SESSION 1

CHAIRMAN—JOHN W. LADD, *Manager Advertising & Business Development Division, United States Savings & Loan League, Chicago*

"ONLY THE SAVAGE NEGLECTS TO SOW SEED BECAUSE HIS STOMACH IS FULL"

L. ROHE WALTER, *Advertising Manager, Flintkote Co. Inc., New York, President of D.M.A.A.*

"HELPING CUSTOMERS"

R. L. LLOYD, *International Nickel Co. Inc., New York.*

"A GREAT INDUSTRY TELLS A NEW STORY OF SERVICE"

ROY D. KERBY, *Asst. to the Pres. In Charge of Public Relations, General Motors of Canada, Limited.*

SESSION 2

Feature Luncheon Meeting Wednesday, October 8th,
held jointly with the Advertising and Sales
Executives Club of Montreal.

CHAIRMAN—W. C. STANNARD, *Account Executive, J. Waller Thompson Co. Ltd., Montreal, President, Advertising and Sales Executives Club of Montreal.*

LUNCHEON.

ADDRESS OF WELCOME

Speaker: BEVERLEY BAXTER, M.P., (GREAT BRITAIN)

ADHÉMAR RAYNAULT, *Mayor of Montreal.*

Subject: "CANADA'S ROLE AS INTERPRETER"

SESSION 3

CHAIRMAN—HOWARD S. MARK, *Circulation Mgr., Globe & Mail, Toronto, President, Advertising & Sales Club of Toronto.*

"BUSINESS HAS AN EDUCATIONAL SELLING JOB TO DO"

MAJOR F. W. NICHOL, *Vice-Pres. & Gen. Mgr., International Business Machines, New York.*

"TELLING YOUR CUSTOMERS ABOUT YOUR BUSINESS IN WARTIME" (CANADIAN)

ELTON JOHNSTON, *Vice-President, Locke, Johnston & Co. Ltd., Toronto.*

"TELLING YOUR CUSTOMERS ABOUT YOUR BUSINESS IN WARTIME" (U.S.)

WALTER K. BAILEY, *Sales Manager, The Warner & Swasey Co., Cleveland.*

"WHAT A HOUSE MAGAZINE CAN DO TODAY"

WILFRED PETERSON, *House Magazine Editor, Jaqua Company, Grand Rapids, Mich.*

Business Meeting for Members of D.M.A.A. only.

THURSDAY • OCTOBER 9

SESSION 4

CHAIRMAN—FRANK L. EGNER—*McGraw-Hill Book Company, New York.*

"NOW IS THE TIME TO THINK AND ORGANIZE FOR A NEW POST-WAR WORLD"

B. W. KEIGHTLEY, *Advertising Manager, Canadian Industries Limited, Montreal.*

"NEW TRENDS FOR THE FUTURE"

I. S. RANDALL, *Asst. to Chairman of the Board, Transcontinental & Western Air Inc., New York.*

"FACTS, NOT GUESS-WORK, NEEDED TODAY"

HOMER J. BUCKLEY, *President, Buckley, Dement & Co., Chicago.*

"A CHIEF EXECUTIVE LOOKS AT DIRECT MAIL"

CHAS. R. VINT, *President, Colgate-Palmolive-Peet Company, Limited, Toronto.*

DMA

MOUNT ROYAL
MONTREAL, C
OCTOBER 8, 9,

*"To Serve
New Objectives"*

A world war changes everything! It
many new difficulties and restricts
each a different type of effort and

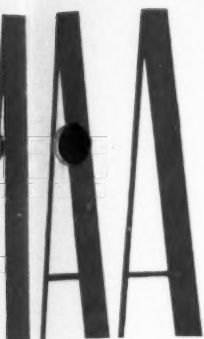
Conventions are one of the means
new inspiration and fresh enthusiasm
from others that will direct our efforts
effective channels.

These thoughts set the background
Convention of the D.M.A.A. to Montreal,
Canada—in a country "all out"
programme has been built to explain
that are now taking place, due to
mobilization for war, and to indicate
adjust our business efforts to meet

From the various Canadian and American
will receive helpful facts that clearly
the future as well as practical guidance

Our 24th Convention will have
that will make it memorable. Plan
friends in Montreal, October 8th,
will be real guidance on the job that
This important international gathering
your "latchkey to a meeting of minds"

L. Rohrer
DIRECTOR OF ADVERTISING



INTERNATIONAL CONVENTION



SESSION 5

CHAIRMAN—L. ROHE WALTER, *President of D.M.A.A.*

LUNCHEON.

"GOVERNMENT ATTITUDES ON ADVERTISING"

DR. L. D. H. WELD, *Economist and Research Expert. Formerly Professor of Business Administration, Yale University; also former President of American Marketing Association.*

SESSION 6

CHAIRMAN—C. B. LARRABEE, *Managing Editor of Printers' Ink Publications, New York.*

"PROPAGANDA PRACTICES IN WARTIME"

WILLIAM STRANGE, *Special writer for Dept. of Public Information, Ottawa.*

"SELLING DEFENCE BONDS BY MAIL"

HARFORD S. POWELL, *Director of Information, U.S. Treasury Dept., Washington.*

DIRECT MAIL DISCUSSION FORUM.

... to explore practical means of securing for direct mail a recognized status as one of the most important and productive advertising mediums.

Speaker for the Viewpoint of the Buyer of Direct Mail.

J. G. HAGEY, *Advertising Manager, B. F. Goodrich Co. of Canada, Kitchener, Ont.*

Speaker for Advertising Agency Viewpoint.

KEITH CROMBIE, *Manager, McConnell, Eastman & Co. Ltd., Montreal.*

GENERAL DISCUSSION.

CONCLUSIONS AND RESOLUTIONS.

C. B. LARRABEE.

SESSION 7

ANNUAL BANQUET—NORMANDIE ROOF.

First announcement of winners of 1941 Direct Mail Leaders Contest and Runners-up. Awarding silver cups and other special awards during banquet.

Address by B. K. SANDWELL, *Editor, Saturday Night, Toronto.*

"BACK FROM THE BOMB COUNTRY"

FRIDAY • OCTOBER 10

SESSION 8

CHAIRMAN—CARLETON W. RICHARDSON, *Vice-Pres., United Business Service, Boston.*

"MAKING MAILING LISTS CONFORM TO POPULATION SHIFTS"

EDWARD G. HIRST, *First Vice-Pres. & Gen. Mgr., MIGHT Directories Ltd., Toronto.*

"BETTER DIRECT MAIL TESTS IN 1942"

LESTER SUHLER, *Subscription Manager, Look Magazine, Des Moines.*

"INFORMATION PLEASE"

Direct selling round table. Six leading experts answer questions.

"ADVERTISING'S EXTREMITY IS DIRECT MAIL'S OPPORTUNITY"

GATES FERGUSON, *R. L. Polk & Co., New York.*

ROYAL HOTEL
AL, CANADA
R 8, 9, 10, 1941

ve
Objectives...."

everything! It confronts us all with
and restrictions, and requires of
fort and direction.

of the means by which we secure
fresh enthusiasm as well as ideas
direct our efforts along the most

e background for the 24th Annual
M.A.A. to be held in Montreal,
"all out" to win the war. The
tilt to explain some of the changes
place, due to war and industrial
and to indicate how you and I can
orts to meet those changes.

adian and American speakers you
s that clearly point the path into
practical guidance for the present.
will have many notable features
orable. Plan now to be with your
October 8th, 9th and 10th. There
the job that Direct Mail has to do.
tional gathering will, in fact, be
eting of minds."

President,
L. ROHE WALTER
D.M.A.A. ASSOCIATION, INC.

EXHIBITION SALON

The Salle Dorée on the ground floor of the Mount Royal Hotel has been specially set aside for an extensive exhibition which should be of particular interest to convention delegates. Here will be found fifty leading campaigns which represent the finest examples of direct mail produced on the continent of America during 1941—as well as the individual pieces and campaigns that have won cups and awards for particular excellence.

Representative selection of approximately 300 leading house magazines with details and producers' views on the effectiveness of each. A display by producers of direct mail in Canada will also be a feature.

Henry Hoke's famous exhibition of Nazi Propaganda and examples of the misuse of the Franking privilege by Isolationist Senators. Photographic display of unpublished war-pictures released by the Department of Public Information, Ottawa.

Exhibit of the Tools of War showing the immense effort being made by Canada in equipping her armed forces and those of her Allies. Supplied specially to this convention by the Department of Munitions and Supply, Ottawa.

"AU RENDEZ-VOUS"

And in the free and easy French Canadian atmosphere of "Au Rendez-vous" . . . a most comfortable and quaint setting we've arranged . . . you may enjoy cocktails and conversation with friends who share your interests. "Au Rendez-vous", adjacent to the Sessions Room, is a private club set up for D.M.A.A. delegates and their friends.



Bernard K. Sandwell

AT THE BANQUET

The banquet on Thursday evening at 7.00 o'clock will be a feature event. Besides the announcement of the winners of the Fifty Direct Mail Leaders Awards and presentation of cups and prizes for special merit in particular fields, there will be an informal talk by the noted editor, economist and critic, Bernard K. Sandwell, long time associate of Stephen Leacock.

And if you enjoy an unusual floor-show . . . we guarantee that you will applaud heartily the talented artists who will appear to keep you entertained throughout the evening. For instance, there will be Coleman Clark & Company, world's foremost exponents of table tennis; Rod Rogers, satirist, impressionist and comedian—presently featured on television programme. Columbus and Carroll, dance team extraordinaire. Two famous orchestras, Don Turner's and Neil Golden's, will provide music. And other unusual entertainment features.

FOR THE LADIES

So that the wives of registered delegates may be entertained enjoyably, the following programme has been arranged.

WEDNESDAY AFTERNOON, OCTOBER 8th—Sightseeing Tour by bus to Westmount Mountain, Visit to St. Joseph's Shrine, Afternoon Tea at "The Habitant."

THURSDAY AFTERNOON, OCTOBER 9th—Tea and Fashion Show of British Costumes direct from London, England.

THURSDAY EVENING—Annual Banquet.

FRIDAY MORNING, OCTOBER 10th—Tour by bus to Canadian Red Cross Headquarters. Visit to Chateau de Ramezay and famous Notre Dame Church.

Special Ticket for all of these features may be purchased at \$5.00.

The wives of registered delegates will, of course, be admitted to all Speakers' Programme Sessions without charge.

PLAN A VACATION VISIT

In early October, in Montreal, the autumn leaves on Mount Royal and on Westmount Mountain are a blaze of glory—a sight worth coming a long way to see. The City of Montreal, seventh largest on the continent, blends the French and English worlds, with a cosmopolitan appeal and atmosphere all its own. Fine shops offer a wide selection of excellent merchandise which may be purchased by citizens of the United States most advantageously since a 10% premium is allowed everywhere on U.S. currency.

SEND THIS ADVANCE REGISTRATION FORM WITH YOUR CHEQUE TO-DAY

It will enable the Committee to make their arrangements with greater satisfaction to all.—Read what follows carefully.

DIRECT MAIL ADVERTISING ASSOCIATION, INC.,
24th Annual Convention.

Enclosed find cheque for \$12.60 to cover one registration for 24th Annual DMAA Convention to be held October 8, 9, 10, Mount Royal Hotel, Montreal, Canada.

SIGNATURE.....ADDRESS.....

FIRM CONNECTION.....CITY.....

Check here ☐ if you will be accompanied by your wife.

NOTE: *United States Delegates* please send this registration form with your cheque to Miss Jane L. Bell, Executive Manager, Direct Mail Adv. Assn. Inc., 17 E. 42nd Street, New York City, N.Y.

Canadian Delegates please forward registration and cheque to Mr. Spalding Black, General Chairman, 1941 DMAA Convention, 1008 Confederation Bldg., Montreal, Canada.

The following prices cover delegates' registration fees:—The programme sessions fee, two luncheons and banquet. If purchased individually at the registration desk—programme registration fee \$7.50, luncheons \$1.50 each, banquet \$5.00 (a total of \$15.50).

On the opening day of the Convention the four (combination) tickets will cost \$14.00 at Registration Desk.

A SPECIAL PRICE OF \$12.60 (a saving of 10%) will be offered to delegates who purchase the four (combination) tickets in advance by October 1st.

Individual session tickets will be sold at \$1.25.

The wives of registered delegates will be admitted to all speakers' programme sessions without charge. Special ticket for wives at \$5.00 covers banquet and dinner dance and three days of interesting entertainment.



for direct mail advertising

these three Rising Papers give you superior results at a low cost



All of the Rising Papers for direct mail advertising are attractive, press-worthy and economical. Used in a single mailing piece or in a series, they have instantaneous appeal and lasting beauty.

1. RISING INTRALACE

The charm of its colors and unusual texture of its surface makes Rising Intralace an ideal background for direct mail advertising of jewelry, gifts, luggage, perfumes and all other articles of luxury and distinction.

2. RISING OLDE QUILL DECKLEDGE

is a paper of all around utility. For covers, menus and programs it offers strength and stiffness, while for bank or insurance company advertising it represents dignity and excellence.

3. RISING RED LION TEXT

In small or large quantities, books, booklets, pamphlets and brochures may be effectively produced and economically printed on Red Lion Text. Use it for all general direct mail advertising.



Specimen folders on Intralace, Olde Quill Deckledge and Red Lion Text may be obtained from the Rising Paper Company, Manufacturer, Housatonic, Mass. Just fill out this coupon and mail at once.



In addition to their generous size, these specimen folders give complete information and contain large swatches showing range of weights and colors. Ask for your set today!

Rising Paper Company, Housatonic, Mass.

Gentlemen:

Please send without charge or obligation specimen folders on Intralace, Olde Quill Deckledge and Red Lion Text.

Name _____

Address _____

Firm _____

City _____ State _____

I am personally looking forward with great interest to welcoming the Direct Mail Association Convention to Canada and the Mount Royal Hotel.

*Vernon G. Cardy,
Vice-Pres. and General Manager*

**When Dependability Counts
RELY ON
MERCURY PRODUCTS**



**MERCURY-GRAPH ROLLERS
FOR YOUR MULTIGRAPH**

- Perfectly concentric, extremely durable, easily washed, this Roller is a superb product. Manufactured by a company who specializes in the manufacture of Rollers and Blankets for the Graphic Arts.

**MERCURY-LITH BLANKETS
FOR YOUR MULTILITH**

- This Blanket cut to fit your press, has great tensile strength and safe minimum stretch. Specially reinforced ends help to avoid tear. This smooth, uniform surface is the last word in Blanket construction.

**MERCURY-LITH ROLLERS
FOR YOUR MULTILITH**

- Another splendid Roller which will step up the quality of your work, provide extra wear, and make production easier. Once you have tried this better Roller, you will use it permanently.

**D. M. Rapport
President**

RAPID ROLLER CO.

**Federal at 26th
Chicago, Illinois**

CASE HISTORY OF A BROKEN LEG

Here is a personal letter received by *your reporter* while he was in the Muehlebach Hotel in Kansas City. It was impossible to print it in the last issue because Baby Chicks dominated the pages.

I'm pretty well plastered!

Year after year you read reports of auto accidents on crowded holiday highways. Foolish fellows drive cars through tangled traffic. Helbent hither and yon. Bending fenders and breaking collar bones!

But not careful, cautious me! No sir! I've reached the time of life which we sometimes refer to as the age of discretion.

I made up my mind to avoid any chance of an accident by spending the holiday weekend in the quiet safety of my Florida farm. So what happened?

Walking from the house to my office on the farm, just a short distance, I stepped into a shallow hole in the soft, sandy road-way and—**BROKE MY RIGHT LEG!**

That's why I'm pretty well plastered now! Flat on my back in a bed that looks like a Goldberg cartoon.

As soon as I can I will write you a long letter.

Cheerfully yours,

JACK CARR . . . By ALICE CARR (signed)

We found out later that Jack and Alice were using me as a guinea pig . . . for they later on revised the letter slightly . . . added a hook on the

end and used it as a monthly cordial contact to "the list."

Along about the middle of August came the following letter.

Happy to tell you—

That my daddy is home from the hospital now. We've got him propped up on pillows in the living room and he's coming along nicely.

You know they finally put a steel plate and six screws in his leg and he says, from now on, he sure will be "screwy" and no foolin', mister!

The doctors say he'll be able to get back to writing copy by September first. He's very grateful to his fine friendly clients for their expressions of sympathy and their patience in the enforced delay.

Mother said she didn't mind daddy using the Cordial Contact idea on his customers. But when he got to trying it on the pretty nurses in the hospital, she hustled him home. Guess you know how it is. This is his daughter speaking for

JACK CARR . . . ALICE (signed)

And then at the end of August that fellow under a palm in Florida mailed to his list the following mimeographed copy which maintained without interruption the regular monthly contact which has been running for so many years that most of us have lost track of the count.

You Can Find Fun in Bed!

Someone smarter than I am once said that even the darkest moments in life have a bright and shiny side. Like a serge suit.

Now you take me for example. For more than twenty years I've been pounding persuasive phrases out of a portable. To coax my client's customers to tear checks out of check books that are as reluctant as girls used to be.

With never a vacation because a copy schedule hounds you as closely as your shadow on a sunny day. Or a jealous nagging wife.

How many times I've said to myself: "Gosh I'd give a lot for thirty or sixty days of freedom from my slavery to sales letters."

Well folks, I finally got my heart's desire although I had to break a leg to do it.

Naturally, I had to maintain a certain pose of martyrdom and silent suffering. Especially in front of the family. Please keep this to yourself. I wouldn't want it to get around.

(Whisper: I don't think any man ever got any more real pleasure out of a broken leg than I.)


Please don't send any flowers or letters of sympathy. If you just can't resist the urge to send something . . . make it an order for a few of my Cordial Contact letters.

I'd be almost willing to break another leg to write them extra special good for you.

On crutches . . . but cheerful.

JACK CARR

REPORTER'S FINAL NOTE: We should send Jack Carr of Lutz, Florida, a bill to cover this "advertising"



"Tension Tie"

WON'T PULL OUT!

This string is put there to stay! No matter how bulky the contents, the Tension Tie envelope never gaps or pulls loose. Made in any size or shape. Samples on request.

TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

Specify

TENSION TIE ENVELOPES



AT YOUR PROSPECTS'
Personal Attention
**YOUR LETTERS WILL GET
 OUTSTANDING RESULTS**

The AUTO-TYPIST gives your letters that sharp-shooting directness that commands the attention of the recipient...because they are "aimed" at his interest. • Today business must eliminate generalities and vagaries if profitable results are to be secured. Some of the country's most successful companies are proving daily, the effectiveness of AUTO-TYPED letters ...for sales...collection...adjustment...follow-up...and routine work. • One AUTO-TYPIST will give you 200 letters per day (that's volume!)...and each one specifically "aimed" at the individual recipient (and that's sharp-shooting!)...all on your own typewriter—and it still leaves your operator ample time for her routine duties. • So, in one fell swoop you can banish the ineffectiveness of impersonal mailings...get the results of individually written letters...and save enough in dictating and transcribing costs to more than pay for your AUTO-TYPIST! • The coupon will bring you an AUTO-TYPED letter answering your specific inquiry together with completely descriptive literature on the AUTO-TYPIST



The Dual Selector
 AUTO-TYPIST
 is a brute for coverage...
 it will accommodate 400
 lines of material, which
 can be keyed into any
 number of paragraphs and
 combinations of letters.
 Eliminates dictation and
 copying time... avoids
 errors and erasures and
 cuts typing cost by more
 than 80%.



AUTO-TYPIST

610 N. CARPENTER ST. • CHICAGO
 120 GREENWICH ST. • NEW YORK CITY

Letters as individual as your fingerprint

Show us the type
 of work the AUTO-
 TYPIST turns out
 and tell us more
 about how it can
 serve us profitably.
 No obligation on
 our part.

COMPANY _____
 TITLE _____
 ADDRESS _____
 CITY _____ STATE _____

of his broken leg episode. The bill would probably be returned with an irate letter, for *there* is a guy that can be tighter than the nut on the bolt of last year's license plate. But he'd give you his last shirt if he found out accidentally that you were in trouble.

We devote this space to the broken leg incident, because we believe the readers of *The Reporter* will relish a few cheerful words in the midst of serious, frightening headlines . . . and because . . . well . . . because we happen to like Jack Carr. There will never be anyone quite like him in the Direct Mail business. We've gone through a lot together . . . the early struggles in Direct Mail . . . happy times . . . sad times. Conventions, arguments, vacations, losses, depressions, successes . . . and reunions. Through all the years, he has stuck consistently to one or two pet ideas. He has tried to take the bunk out of advertising. He has preached and practiced the simple theory that plain ordinary simple and human copy works best. He has proved for himself and for many clients that the one best rule of advertising is . . . consistent regularity. He has practiced what he preaches. In spite of hell and high water, *his* letters go out *once every month*. His letters are usually better when troubles are the worst. If a broken leg causes him to write better copy, we wish him the best of luck . . . in breaking the other leg.

●
Another Blotter House Magazine

Volume 1, Number 1, of a new house magazine entitled "*Blotter Broadcast*" has just reached us through the courtesy of George L. Kinter of Advertising Highlights, 209 Ninth Street, Pittsburgh, Pennsylvania. It's published for W. A. Stoeltzing, 1222 Empire Building, Pittsburgh, Pa., a manufacturers representative of industrial equipment. Size 4" x 9", to fit in a No. 10 envelope. Two columns of short, pithy paragraphs and good humor. Such a house magazine is easy to read.

THE REPORTER

Softening the Blow

We like the way the Lukens Steel Company, Coatesville, Pennsylvania, tells its customers about difficulties of production.

Attached to the latest issue of its house magazine "Clad News" (12 pages—8½" x 11") is a little slip of blue paper measuring 2¾" x 4½". Here is the message printed on it:

Bear With Us, Please!

Due to the Defence Program the supplies of such strategic metals as nickel and nickel alloys are being diverted from their normal channels. Please remember Defence needs must be served first and our shipping schedules are determined entirely by your Priority Ratings.

Lukens Clad Steels not only serve you economically and well but they are also a definite aid in carrying out the intent of the Priorities Division in the conservation of metals required for the Defence Program.

20% Nickel-Clad Steel saves 80% of vitally needed nickel, lowers your costs and gives wholly satisfactory service for all equipment requiring plate 3/16" thick and heavier.

Blotters

Gulf Envelope Company, 617 Brooks Street, Houston, Texas, recently issued a unique cut-out blotter. A series of blotters, each one a different color and stapled together with a brass clip. Entire stapled pack die-cut in shape of football player's shoe, illustrated on top blotter. Each blotter carried the 1941 football schedule of one of the schools in the Southwest Conference.

A good stunt!

Speaking of blotters... Ray Thompson, 1324 Walnut Street, Philadelphia, Pennsylvania, is using a series of cartoon blotters to advertise his art service. They look good... and we hear they are working.

Perhaps some of the Baby Chick people could inject humor into their campaigns by using an occasional cartoon blotter.

12 FREE BULLETINS

To help you plan, design and order direct-mail printing

Check the coupon below for your copies

101H—Matched Designs for More Effective Stationery. For added and more favorable attention, design your letterheads, envelopes, statements, etc., to one family style. Folder shows practical ideas which use commonly available type faces, rules and ornaments.

103H—More Sales From Your Letters. A booklet of tips and suggestions on design and paper selection to get more action from sales letters.

104H—Good Taste in Personal Stationery. Booklet of design ideas and recommendations for the choice of paper and envelope styles.

107H—Check Your Mailings With Color. Booklet explains the "Signal System" to identify projects, departments or branches by the use of paper colors. Tells how color saves time, prevents errors, organizes detail, provides a check on mailings.

127H—Printing Layout and Ordering Simplified. Sheet for use as a guide when ordering forms, letterheads and other printed jobs; carries space for complete printing specifications. Inside fold is ruled for accurate and quick layout of job. Specify whether you use pica or elite typewriter spacing.



137H—Reduce Errors, Save Money With This Complete Plan for Handling Printing Orders. For those who buy 25 or more printing jobs a year this plan helps organize printing production and ordering—into a smooth-working procedure. It guides printed pieces to completion in less time, with less worry over detail, and with less actual work.

151H—Hints for Better Stencil Duplicating Results. Booklet discusses the five important factors of stencil duplicating—the typewriter, the stencil, the stenographer, the machine and the paper. Suggests ways to get best operating results.

154H—Stencil Layout Made Easy. Stencil layout sheets that help mimeograph operators make better stencils of illustrated letters, ruled forms or bulletins. Pencil sketches can be quickly and easily traced on stencils from these layout sheets. Available for both pica and elite typewriter spacing (please specify which you use).



175H—"21 Ways to Keep a Clear Desk". Booklet shows how to avoid "junk-heap desks" by recording important facts in writing. Illustrates time-saving forms for general managers, sales managers, purchasing agents, treasurers, office managers and printing buyers.

210H—How to Save Postage on Mailings. Portfolio of printed jobs showing uses for light-weight, low-bulk opaque paper: four-page illustrated letters, envelope enclosures, a map, a catalog, and a parts book... actual jobs produced for nine different advertisers.

213H—To Help Select Quickly the Right Cover Paper for Every Requirement. A 45-page sample book to save time for busy designers, buyers and printers. Indexed for easy selection and comparison of colors, weights, finishes. Handy desk size (6 x 9); represents more than 500 quickly available items.

220H—Giving Importance to Printing. How to use safety paper to give impressiveness to forms and advertising printing other than checks.

HAMMERMILL PAPERS

Hammermill Paper Company, Erie, Pa.

Please send me copies of your free bulletins I have checked below:

<input type="checkbox"/> 101H	<input type="checkbox"/> 107H	<input type="checkbox"/> 151H	<input type="checkbox"/> 201H
<input type="checkbox"/> 103H	<input type="checkbox"/> 127H	<input type="checkbox"/> 154H	<input type="checkbox"/> 213H
<input type="checkbox"/> 104H	<input type="checkbox"/> 137H	<input type="checkbox"/> 175H	<input type="checkbox"/> 220H

Name..... Position.....

Please attach coupon to your business letterhead TR-AU



From the Glint in a Copywriter's eye...

... to the licking of the postage stamps, we're always set to plan and execute your Direct Mail campaign. We write your copy, handle your production and send your mailing pieces on their way to gather profits for you.

Just call WOrth 2-5982 ... or write us at
52 Duane Street, New York

D. H. Ahrend Co.

We'll be looking for you in Montreal

What's This Department

If I were a certain printer in New York City, and discovered a multi-graphed letter which was mailed on August 13th on the firm's stationery ... I would charge that the fellow who wrote it was a fifth columnist trying to wreck my business. *This reporter* does not have the heart to reveal the name of the printer who allowed the following atrocity to go out on his "engraved, rag content bond letterhead." This is no joke. It actually happened.

Dear Customer:

Regularly, every 30 days, you have received from us for a period of five (5) years, a mailing like this one. And yet, during all these years we have had neither a communication nor an order from you.

Because of present conditions, as you yourself are aware, these mailings will now be made only to active customers. Thus, we are sending this final invita-

tion to you to avail yours: If of the opportunity to obtain first quality merchandise at no increase in prices especially because

All prices shown herein will be increased a minimum of 20% within 2 weeks.

Paper is on the priority list. It is difficult to obtain. Many mills are rationing now.

Practically all ingredients used in its manufacture, form the bases for defense production. In future, paper will be neither as "white" nor as good as in the past.

Order now. Order more than your present needs. The future will prove this procedure wise. In a short time, if chaos in the industry continues, we will be unable to guarantee either price or delivery.

You can always use letterheads and envelopes; copy sheets, legal cap, etc. These items do not spoil nor go out of date. Order now while we can still give you what we have, promptly and at present prices.

If we hear from you by return post, we will transfer your name from our inactive to the active list and continue our monthly

mailings to you. We sincerely hope this will be the case as assuredly we would not like to break contact with you after so many years.

Very truly yours,

ADDED NOTE: If you want to see the funniest case of inconsistency, read aloud the second sentence in the first paragraph and the second sentence in the last paragraph. Oh! well . . . here's how it sounds.

"And yet, during all these years we have had neither a communication nor an order from you. We sincerely hope this will be the case as assuredly we would not like to break contact with you after so many years."

If that letter is a good example of the style of letter issued by this company once a month for five years, it's a wonder that anyone ever replied.

PIONEER • MOSS

PHOTO - ENGRAVERS SINCE 1872
460 WEST 34TH STREET • NEW YORK

MEDALLION
3-0440-1-2-3

CALLING TOM DREIER

Reporter Lewis Breiting of the American Chime Clock Company, 1669 Ruffner Street, Philadelphia, Pennsylvania, jumped-in to assist in the campaign against "we-me-I-us" in Direct Mail. He comments. "Here's a letter with 14 'we' statements in 29 lines, plus plenty of other 'we' attitudes. Not a record, perhaps, but quite an example of how not to 'bring-'em-back'."

The letter was sent to Reporter Breiting's mother who made her first visit to Florida last year.

She received the following multi-graphed, filled-in message from the Chamber of Commerce, of St. Petersburg, Florida, during August.

I was especially pleased to find your name in our registration file for last season. We cordially invite you to come in as soon as convenient after your arrival next season to again register and seek whatever service we may be able to render. It will please us to be able to help you. We are glad that you came to St. Petersburg.

I believe you will agree that when you were here you met and associated with more happy, carefree people enjoying life at its best than you would find in any other one community. I am particularly proud that such an environment exists in "The Sunshine City," where one and all are welcome. Both home seekers and visitors have been coming here in larger numbers every year, which proves that we have been successful in pleasing the prospective permanent resident, as well as the vacation-

ists wishing to enjoy the wonderful sunshine, the scenic beauty and the pure health-giving air of St. Petersburg and its Gulf Beaches.

Many of you return each year. Others were here last year for their first time. In either case we feel that you were favorably impressed and would be anxious to tell your friends about this, "The Sun Parlor of a Continent." Won't you send us the enclosed card (which requires no postage) stating how many illustrated booklets you would like to have, describing the pleasures, comforts and healthful benefits in store for them? They will thank you later and we will deem it a privilege to have a part in prevailing upon those near to you to join in and enjoy the many activities of our friendly city.

Our entire staff, and all members of our organization extend sincere greetings and best wishes, to which I am glad to add my own personal regards.

Cordially, BURWELL NEAL, *Manager*

NOTE: Far be it from this reporter's intentions to do anything to injure the good name of Florida or of the city of St. Petersburg. We are boosters for both.

A marked copy of this issue is going by first class mail to Burwell Neal and to Tom Dreier with the suggestion that they get together. With Tom's ability to write in emotional and dramatic style about anything under the sun, and with his bubbling enthusiasm for St. Petersburg . . . he should be able to help the Chamber of Commerce create a

better "bring-'em-back" letter. If Tom Dreier and Burwell Neal run out of words . . . they might run across the bay to Tampa for a session under the palms with the recuperating Jack Carr. Let's get a good letter for St. Petersburg. Cut out the "I—we—our—my" expressions . . . and those phrases ending with *that*. On his next trip to St. Petersburg, *this reporter* will wear dark glasses and a false beard.

Finding the Sizzle

An artificial-limb company in Minneapolis advertises that every one of its 133 employees is physically handicapped, but adds: "They lose less than one per cent of their efficiency, because they are all equipped with one or more of the company's artificial appliances."

There is a company with a smart employment policy and with smart advertising. Helpfulness is always smart.

REPORTER'S NOTE: Above interesting item taken from current copy of *Good Business*. We don't know the name of the company . . . but the Advertising Manager sure knows how to find a good sizzle.

"Page 66 Was Worth \$20,000 To Us!"

"Thank you for the \$20,000.00," wrote W. F. Rehbock of the Foley Mfg. Co. of Minneapolis. "You probably have no record of sending us \$20,000.00, but about two weeks ago you sent us the ROBERT COLLIER LETTER BOOK."

"We made a test along the lines suggested by Mr. Collier and we were amazed to find that we increased the pull of our letters 50%! That is why we know you sent us \$20,000.00!"

THE ROBERT COLLIER LETTER BOOK

Robert Collier has sold and is now selling millions upon millions of dollars worth of all manner of products by mail. From books and magazines to silk stockings and shirts, from coal to printing machinery, he has shown all manner of concerns how to successfully market their products by mail.

And now he has put into one big book all of his most successful letters, all his tested and proven methods. "No book I have ever read on selling equals the Collier Letter Book," wrote C. L. Vancenburg of Seattle. And hundreds have echoed the same sentiment.

SEND FOR IT!

Just your name and address, on your own letterhead, will bring you the ROBERT COLLIER LETTER BOOK for a week's free examination. The price? \$3.98—if you decide to keep it. But you can read it for a week—FREE—if you send for it at once.

The Reporter

17 East 42nd St., New York City

for Results



McGraw-Hill
DIRECT MAIL LIST SERVICE

Mail Order Men, These Lists Are HOT!

LATE Summer tests over the McGraw-Hill Mail Order Buyers List are paying out way above expectations. These special selections of proven mail order purchasers—technicians and business executives with buying power and good credit standing—are being used regularly by successful mail order men to move an imposing variety of products. Ask for counts, rates, and detailed list analysis now . . . in time for profitable Fall and Holiday mailings.


DIRECT MAIL DIVISION

McGraw-Hill Publishing Co., Inc.

330 West 42nd Street

New York, N. Y.

Which will you have?



NAMES . . . OF PEOPLE

Names come to Life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU
(Division of Dickie-Raymond, Inc.)

88 Broad Street Boston



**Complete
TYPESETTING SERVICE**

...for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. ...Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

**KING
TYPESETTING
SERVICE**

In the McGraw-Hill Building
330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

Another Prize Contest

It has long been recognized that one of the worst cancers in Direct Mail is . . . the sloppy methods used by national space advertisers in answering inquiries. Where the blame lies is not difficult to determine. Advertisers and their agencies concentrate on elaborate presentations in national magazines . . . and then forget all about the importance of the follow-up. That is a "detail" which is often left to the office manager or some clerk in the advertising department.

Some five years ago, *this reporter* made a survey of how national advertisers were answering inquiries. We had "dummy correspondents" answer advertisements in many of the leading magazines. We kept records of the date answers were received. We tabulated and classified the types of answers. When it was all finished we showed the display to some of the publishers of leading magazines and urged them to undertake a campaign of education to show advertisers the importance of answering inquiries correctly and promptly. So far as we know, nothing along that line has been done.

Several surveys have been made in past years on the same subject. From all indications, most inquiries are being handled just as *sloppily* today as they were five or ten years ago.

So let's have another contest which will follow the contest now being concluded on consumer reactions to local Direct Mail.

Here are the rules:

The Reporter offers prizes for the three best papers submitted by readers of *The Reporter* on the subject "What I think of the way space advertisers answer inquiries by mail."

An impartial Board of Judges will be asked to study the papers submitted. For the best paper, *The Reporter* will pay \$25. For the second best paper, \$10.00 and for

the third best, \$5.00. The papers will be printed in *The Reporter*, and may be reprinted later for more widespread distribution.

Your preliminary work before submitting a paper should be as follows:

Answer the advertisements of at least twenty-five companies (50 names or even a hundred will give you a better picture of the subject).

Write your inquiring letter to each advertiser so that you will appear to be a logical prospect for the product or service offered.

Keep an accurate record of the days on which you receive mailed reply from each advertiser. Keep also . . . a record or any follow-up.

Allow at least 30 days between your inquiring letters and your final check-up.

In your paper, describe exactly how you made your personal survey, and quote sample of your letter of inquiry. Then describe exactly what happened; how long it took to happen; and what you received.

Analyze the material you received from every possible angle such as . . . did the material you received specifically answer your definite inquiry? . . . how would you rate the material? . . . was it cheap, fair or good? . . . did the sales letters have any punch? . . . how were you impressed? Make a careful analysis of all the material received. Classify it in any fashion you think is most informative.

Conclude your paper by outlining your own ideas about how to answer inquiries from space advertising. Give your rules for what should be done . . . and how.

The paper should be of not less than 1,000 words, nor more than 5,000. The contest will close on December 29th, 1941. To make your paper eligible for the contest, it must be in the office of *The Reporter* at 17 East 42nd Street, New York, N. Y., not later than the close of business on December 29th.

Even though you do not win a prize, we can promise you that the time and effort you put into this personal investigation will be worth much to you in information and ideas.

Although it's not necessary, *The Reporter* would like to hear from those who intend to participate in this investigating contest.

Best Booklet of the Month

Issued by the Canadian General Electric Co. Limited, measuring 16" x 11" . . . 48 pages. Pages stitched and tied with red and yellow ribbon. Blue cover. Embossed and imprinted in gold with slogan "Canada Welcomes N.I.A.A." That, in this case, is the National Industrial Advertisers Association who will meet in Canada on September 17, 18, 19. Brochure appears to be a standard piece which is imprinted for various associations holding conventions in Canada. All right-hand pages are full sheets of pictures of prominent places in Canada. Left-hand pages contain a small block with short description of photographs on opposite page.

A Time Scoop

Time Magazine's circulation and advertising departments just pulled one of the best stunts yet. A 9" x 12" envelope bearing six one-half cent stamps carried an imitation handwritten message in red pencil "Here are Seven sales letters—and I'll give you \$500.00 if you can dope out how they'll pull this week—(signed) Shepard Spink."

Inside was a processed letter:

Here is a sporting proposition that I hope will also be fun.

Out of your own experience in advertising, how do you think these TIME circulation sales letters will pull?

I will send a check for \$500 to you (or, of course, to "your favorite charity") if you can forecast the order of their resultfulness on the tests we are mailing to business executives next weekend.

Inside a filing folder were the seven processed letters of two or three pages in length. All typically good *Time* promotion letters. Also enclosed were a return envelope and a personalized entry blank with space for the ranking.

THE REPORTER

14,000 copies were mailed to a list of advertising people.

We hope to get a report on the final outcome. Our guess is that the returns on some of the letters will run so closely alike that it will be nearly impossible to rank them from 1 to 7. That's the only slip-up we detected in the whole plan.

A Good Warning

With so much talk these days in advertising circles about the necessity for continued institutional advertising, we think the words of warning issued by The Grey Advertising Agency, Inc., (in house magazine *Grey Matter*) should have wide reprinting. Copy writers for institutional advertising campaigns should wrap the following around their pencils.

Majority of large advertisers who are oversold will continue to advertise—in some instances on reduced scale. What will these "oversold" companies advertise? There is strong tendency, in "oversold" advertising to indulge in self-praise. But there is really one basic reason for advertising when oversold—and *that reason is to protect future markets*. Wishy-washy institutional advertising, or advertising that indulges in sickening self-praise certainly is *not* going to protect future markets. In England, it is interesting to note, when going over files of newspapers and magazines, that British advertisers in early days of war indulged themselves in purposeless institutional advertising. They very soon, however, switched back to two types of institutional advertising: 1—Advertising that continued to explain merits of product, but pointed out either that it was not available or was available only in limited quantities. 2—Advertising that carried appeals which the government itself might normally be expected to feature such as air raid precautions, etc. *Already some American advertisers are following one of these two procedures*. For example, Texaco has turned over its radio time to U. S. Government. Some other "oversold" advertisers are now planning campaigns for Fall and Winter that will strive as strongly as ever for volume, but that will contain "boxes" which will point out that product, is either not available or available only in limited quantities.



80% PREFER FILM STENCILS

Tempo Film sales records prove this statement. Orders and repeat orders tell their own true story.

80% can't be wrong! Stencil users prefer Tempo Film's exclusive features—no type-cleaning, no cut-outs, no roller-swelling. They like the savings of time, labor, costs. Let us send other details. Or, try them on your next stencil order.

There's no obligation with Tempo's Trial Order Plan

MILO HARDING COMPANY
439 W. Pico Blvd., Los Angeles, Cal.
515 Commonwealth Annex, Pittsburgh, Pa.

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00 Special Two Year Rate \$5.00
THE REPORTER, 17 East 42nd St., New York City
Fill out coupon. Paste on Post Card. We will bill you later.

Enter Subscription to THE REPORTER
NAME _____
ADDRESS _____
CITY _____ STATE _____

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.
Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

HOW IS YOUR COLOR BEHAVIOR?
We Specialize On Color In Advertising.
BOWSER SERVICE CORPORATION
51 Madison Avenue New York

ADVERTISING SERVICE

Does your product have MAIL ORDER POSSIBILITIES? Find out! Send literature for free analysis. CASSARD, Mail Sales Counselor, 746 S. Central Ave., Los Angeles, Calif.

COMING CONVENTIONS

Authentic record of coming conventions and expositions everywhere. Gives meeting places, dates, secretaries' names and addresses for 18,500 annual events. Price \$15 a year. A splendid list of top quality executives for direct mail campaigns. Descriptive folder R-3 on request.

WORLD CONVENTION DATES
330 West 42nd St., New York, N. Y.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

EQUIPMENT WANTED

WANTED: Vertical & horizontal drums for Multigraph Printer No. 36. Kato Engineering, Mankato, Minn.

MAILING LISTS

TIME-SAVING AID! Service on thousands of specialty and hard-to-get lists. Explain needs. Associated Services, 741 Gott St., Ann Arbor, Michigan.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SITUATIONS WANTED

WANTED BOSS
Who believes in realistic promotions written in plain language—by young promotion woman. Box 801, Reporter, 17 E. 42 St., N. Y. C.

Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.

183 Varick St. New York, N. Y.

Tip for Senator Wheeler

When that movie investigation of yours gets too hot to handle, you might try injecting a little humor . . . that is, provided your gang of frank—misusing inquisitors haven't lost all sense of humor.

Insert into the records this "smear" against the movie industry which we discovered in the Summer Issue of *Loyalty Group Insurance* . . . printed on the page captioned "All for Fun—and Fun for All."

PROGRESS . . .

Two men fell for a gaudy poster at a third-rate picture house. They endured part of the flicker, then quietly picked up their hats and made for the exit.

"It certainly is wonderful how moving pictures have advanced these last few years," remarked the chap who was leading the way.

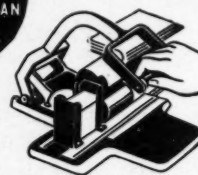
"Advanced! What d'yuh mean advanced?" asked his pal. "You certainly can't prove it by me."

"Well, first there were silent pictures, then after awhile they introduced the talkies, and now this one smells!"

That testimony should prove as valuable and as relevant as the unsupported evidence of Nye and Clarke who didn't even bother to see the movies they complained about. Perhaps they stayed outside . . . and smelled. Perhaps the odor came, not from the movies . . . but from the musty ink on the tons of printed

\$17.50
LOWEST PRICE
EVER PUT ON AN
ADDRESSING
MACHINE

**NO MORE TIRESOME
HAND ADDRESSING**



To advertise ELLIOTT ADDRESSING MACHINES, which print addresses from typewriter stenciled Plastikote Address Cards instead of heavy, costly metal address plates, Elliott has produced the ADDRESSERETTE, a \$17.50 addressing machine. It is as fast and works on the same principle as addressing machines that until now have sold for \$75.00 and up. Clubs, Lodges, Associations, Churches, Small Stores and Offices—any one who wants to save time and the labor and bother of hand or typewriter addressing—will find the ADDRESSERETTE what they have long wished for. Write for illustrated folder.

THE ELLIOTT COMPANY

127 Albany Street, Cambridge, Massachusetts
[Price Denver West, slightly higher]

House Organs

**Baldwin Sells
is one of our
productions.**

Write for Information.

William Feather
540 Caxton Bldg., Cleveland, O.

LETTER GADGETS

Will wake up those sleepy letters and keep them out of the waste basket. Your waste basket letters can't sell for you, and require just as much postage. Have you seen the new Strip-O-Gram, the Infra-See secret paragraph letter and the new Pop-Ups? If you haven't seen my new 10-page catalog, write for it—

A. MITCHELL

326 N. Michigan Ave., Chicago, Ill.

matter mailed under Senatorial frank by the America First Committee, the American Coalition Society, the Steuben Society, the Christian Frontiers, the Charlie Hudsons, the Lindberghites and other obstructionists whose activities smell to the high heavens. It's a funny business, Senator. Isn't there some rule of law which requires the plaintiff to come to court with *clean hands*?

THE REPORTER

FREE 72 PAGE CATALOG WITH ORDER



A-900



A-901



A-902



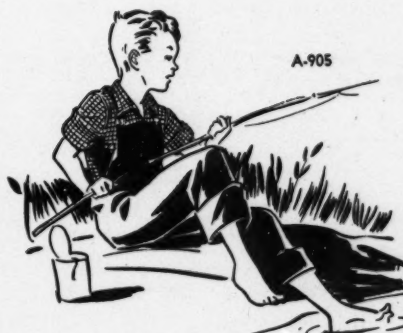
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A-905

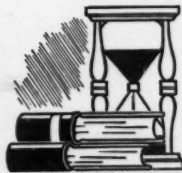


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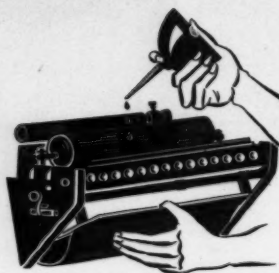
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